

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|--|---|
| Station and Location: WRAL Raleigh, NC | Date: 10/11/12 |
|--|---|

I, Heidi Guerra
do hereby request station time concerning the following issue:

N.C. Judicial Coalition (Supreme Court)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| See Attached | | | | | |

Total Charges:
\$ 52,525 Gross
/ 44,646.25 Net

This broadcast time will be used by: North Carolina Judicial Coalition

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NC. Judicial Coalition

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/11/12 Heidi Guerra 985-377-7161
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Dave Zyles Dave Zyles Sales Manager
Signature Printed Name Title

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Innovative Advertising
403 N. Columbia St.
Covington, LA 70433

| | | |
|--|--|--|
| <u>Contract / Revision</u> 119467 / | | <u>Alt Order #</u> 06376177 |
| <u>Product</u> NC SUPREME COURT | | |
| <u>Contract Dates</u> 10/14/12 - 10/22/12 | | <u>Estimate #</u> 1001 |
| <u>Advertiser</u> NC Judicial Coalition | | <u>Original Date / Revision</u> 10/16/12 / 10/16/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WRAL | <u>Account Executive</u> Cheryl Blair | <u>Sales Office</u> Washington Tel |
| <u>Special Handling</u> CIA - Mark PAID | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|---------------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
| N 1 | WRAL | 10/20/12 | 10/20/12 | CBS This Sat Morning 8-9a | 8-9a | | :30 | | | NM | 2 | \$3,000.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----2- | | | | 2 | \$1,500.00 | | | |
| N 2 | WRAL | 10/20/12 | 10/20/12 | WRAL News Sat. 9a-9:30a | 9:00a - 9:30a | | :30 | | | NM | 3 | \$3,000.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----3- | | | | 3 | \$1,000.00 | | | |
| N 3 | WRAL | 10/21/12 | 10/21/12 | Face The Nation 1030-1130 | 1030-1130 | | :30 | | | NM | 2 | \$2,800.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | -----2 | | | | 2 | \$1,400.00 | | | |
| N 4 | WRAL | 10/15/12 | 10/19/12 | Dr. Phil | 9-10a | | :30 | | | NM | 5 | \$4,750.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MTWTF-- | | | | 5 | \$950.00 | | | |
| N 5 | WRAL | 10/15/12 | 10/19/12 | Price is Right | 11a-12p | | :30 | | | NM | 5 | \$5,500.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | | | | 5 | \$1,100.00 | | | |
| N 6 | WRAL | 10/15/12 | 10/19/12 | Noon News | 12p-1p | | :30 | | | NM | 5 | \$6,500.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | | | | 5 | \$1,300.00 | | | |
| N 7 | WRAL | 10/15/12 | 10/19/12 | The Insider (1-130p) | 1-130p | | :30 | | | NM | 4 | \$3,600.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | | | | 4 | \$900.00 | | | |
| N 8 | WRAL | 10/15/12 | 10/19/12 | Young and the Restless | 4-5p | | :30 | | | NM | 6 | \$14,400.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | --WTF-- | | | | 6 | \$2,400.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 119467 / | 06376177 |

| | | |
|-----------------------|------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/14/12 - 10/22/12 | NC SUPREME COURT | 1001 |

| | |
|-----------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| NC Judicial Coalition | 10/16/12 / 10/16/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-------|---------------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-----------|--------------------|
| N 9 | WRAL | 10/20/12 | 10/20/12 | 7pm News | 7-730p | | :30 | | | NM | 2 | \$1,800.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----2- | | | | 2 | \$900.00 | | | |
| N 10 | WRAL | 10/15/12 | 10/19/12 | David Letterman | 1135p-1237a | | :30 | | | NM | 6 | \$6,000.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | --WT--- | | | | 6 | \$1,000.00 | | | |
| N 11 | WRAL | 10/20/12 | 10/20/12 | CRIMINAL MINDS | 1135-1235XM | | :30 | | | NM | 2 | \$1,000.00 |
| | | ISSUE CLASS OF TIME r10.9 | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/15/12 | 10/21/12 | -----2- | | | | 2 | \$500.00 | | | |
| Totals | | | | | | | | | | | 42 | \$52,350.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/21/12 | 42 | \$52,350.00 | \$44,497.50 |
| Totals | 42 | \$52,350.00 | \$44,497.50 |

Signature: _____ **Date:** _____

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